



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-27-2012 PAGE: 1 of 3

JAMESTOWN ASSOCIATES - 12000
ATTN: LAURA LANCASTER
5937 JONES CREEK RD
BATON ROUGE LA 70817

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403003	10-19-2012	10-26-2012	5	KYRILLOS FOR SENATE	KYRILLOS FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing						Package	Contract Title		
			246768	PHILADELPHIA	A. CLIFFORD	10-22-2012	11-06-2012	M (Broadcast Month, Cycle 1)						N	246768		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
1	11-05-2012	11-06-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	9	15	2	2						4	750	4	3,000.00
			(BOOKENDS)														
2	10-23-2012	10-26-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	15		X	X	X	X			10	750	10	7,500.00
			(BOOKENDS)														
3	10-29-2012	11-02-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	15	X	X	X	X	X			10	750	10	7,500.00
			(BOOKENDS)														
4	11-05-2012	11-06-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	15	2	2						4	750	4	3,000.00
			(BOOKENDS)														
5	10-23-2012	10-26-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	8	15		X	X	X	X			8	550	8	4,400.00
			(BOOKENDS)														
6	10-29-2012	11-02-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	8	15	X	X	X	X	X			8	550	0	0.00
			(BOOKENDS)														
7	11-05-2012	11-06-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	9	15	2	2						4	550	0	0.00
			(BOOKENDS)														
8	10-23-2012	10-26-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	9	15		X	X	X	X			6	700	6	4,200.00
			(BOOKENDS)														
9	10-29-2012	11-02-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	9	15	X	X	X	X	X			6	700	6	4,200.00
			(BOOKENDS)														
10	11-05-2012	11-05-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	9	15	X							2	700	2	1,400.00
			(BOOKENDS)														
11	10-23-2012	10-26-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)	8	15		X	X	X	X			6	550	6	3,300.00
			(BOOKENDS)														
12	10-29-2012	11-02-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)	8	15	X	X	X	X	X			6	550	0	0.00
			(BOOKENDS)														
13	11-05-2012	11-05-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)	9	15	X							2	550	0	0.00
			(BOOKENDS)														
14	10-23-2012	10-26-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	8	15		X	X	X	X			2	650	2	1,300.00
			(BOOKENDS)														
15	10-23-2012	10-26-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	15		X	X	X	X			8	1,100	8	8,800.00
			(BOOKENDS)														

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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ATTN: LAURA LANCASTER
5937 JONES CREEK RD
BATON ROUGE LA 70817

Contract No 403003		Contract Dt 10-19-2012	Revision Dt 10-26-2012	Rev# 5	Advertiser KYRILLOS FOR SENATE		Brand KYRILLOS FOR SENATE			Product Code POLITICALS					Station/Market WPVI - PHILADELPHIA					
Agency Est#			CMS # 246768	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD		Start Date 10-22-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)					Package N	Contract Title 246768					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
16	10-29-2012	11-02-2012	05:00PM - 06:00PM (BOOKENDS)	EARLY NEWS 5P MO-FR (6988)				9	15	X	X	X	X	X			4	1,100	4	4,400.00
17	11-05-2012	11-05-2012	05:00PM - 06:00PM (BOOKENDS)	EARLY NEWS 5P MO-FR (6988)				9	15	X							2	1,100	2	2,200.00
18	10-23-2012	10-26-2012	06:00PM - 06:30PM (BOOKENDS)	EARLY NEWS 6P MO-FR (6989)				9	15		X	X	X	X			8	1,500	8	12,000.00
19	10-29-2012	11-02-2012	06:00PM - 06:30PM (BOOKENDS)	EARLY NEWS 6P MO-FR (6989)				9	15	X	X	X	X	X			6	1,500	6	9,000.00
20	11-05-2012	11-05-2012	06:00PM - 06:30PM (BOOKENDS)	EARLY NEWS 6P MO-FR (6989)				9	15	X							2	1,500	2	3,000.00
21	10-23-2012	10-26-2012	07:00PM - 08:00PM (BOOKENDS)	ACCESS WEEKDAY (6991)				9	15		X	X	X	X			8	1,500	8	12,000.00
22	10-29-2012	11-02-2012	07:00PM - 08:00PM (BOOKENDS)	ACCESS WEEKDAY (6991)				9	15	X	X	X	X	X			4	1,500	4	6,000.00
23	11-05-2012	11-05-2012	07:00PM - 08:00PM (BOOKENDS)	ACCESS WEEKDAY (6991)				9	15	X							2	1,500	0	0.00
24	10-22-2012	10-28-2012	11:00PM - 11:35PM (BOOKENDS)	LATE NEWS MO-SU (6969)				9	15	X	X	X	X	X	X	X	8	1,600	8	12,800.00
25	10-29-2012	11-04-2012	11:00PM - 11:35PM (BOOKENDS)	LATE NEWS MO-SU (6969)				9	15	X	X	X	X	X	X	X	6	1,600	6	9,600.00
26	11-05-2012	11-05-2012	11:00PM - 11:35PM (BOOKENDS)	LATE NEWS MO-SU (6969)				9	15	X							2	1,600	2	3,200.00
27	10-28-2012	10-28-2012	08:00AM - 09:00AM (BOOKENDS)	WEEKEND NWS GMA SU (7099)				9	15							X	2	350	2	700.00
28	10-28-2012	11-04-2012	09:00AM - 10:30AM (BOOKENDS)	WEEKEND NWS 9-1030A SU (7057)				8	15							X	2	450	4	1,800.00
29	10-28-2012	11-04-2012	12:00PM - 01:00PM (BOOKENDS)	WEEKEND NWS 12-1P SU (7060)				9	15							X	2	200	4	800.00
30	10-27-2012	11-04-2012	06:00PM - 07:30PM (BOOKENDS)	WEEKEND NEWS SA-SU 6-730P (6990)				9	15						X	X	2	600	4	2,400.00

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Agency Est#			CMS # 246768	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-22-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 246768					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
31	11-04-2012	11-04-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SU (7099)				9	15							X	2	325	0	0.00
			(BOOKENDS)																	
																Contracted Gross Total:		130	128,500.00	
																Actual Gross Total:		130	128,500.00	
																Agency Commission:			19,275.00	
																Net Total:			109,225.00	
Month/YR			Preempted	Made Good		Contract Total		Adjustments								Actual Total				
Oct 12			0.00	0.00		69,500.00		0.00								69,500.00				
Nov 12			0.00	0.00		59,000.00		0.00								59,000.00				
TOTAL			0.00	0.00		128,500.00		0.00								128,500.00				

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